

# WORKFORCE OBSERVATIONS

## FOR WESTERN WISCONSIN COUNTIES

### JANUARY 2003



Starting in with data reported for 2003, industry employment data will use a different classification system known as the North American Industrial Classification System (NAICS). Why is this important? The broad industry nomenclature will be similar to the older system (Standard Industrial Classification - SIC), but the sub-industries that make up these broader sectors will change. In addition, there will be new industrial categories as well. These changes will be so significant that one will not truly be able to compare data from the new system to the old. A major challenge presented, initially, will be that the NAICS system will only code the most current data and will not re-code estimates prior to 2003 to the new nomenclature for an undetermined amount of time. This will make historic analysis difficult. This new system will not affect any of the reported labor force (unemployment) data. The change to NAICS will be reflected in the February 2003 Workforce Observations publication.

## Unemployment Rates Increase in December

### December Local Labor Scene

The seasonally adjusted unemployment rate for the **La Crosse Metropolitan Area** increased 0.1 of a percentage point in December to 4.0 percent. The December 2002 rate was up 0.2 percentage points as compared to the La Crosse Metro rate for December 2001.

In examining reasons why the seasonally adjusted unemployment rate grew in December, one potential reason is the metro area's flat retail employment in December. La Crosse's retail trade employment level declined slightly in December, contrary to the typical seasonal patterns. This is a preliminary indication that La Crosse County retailer's did not have a robust holiday shopping season.

The unadjusted unemployment rate for Western Wisconsin increased 0.6 percentage points in December, to 4.8 percent.

The Western Wisconsin unadjusted rate was up by 0.1 of a percentage point compared to last December.

### Statewide

Wisconsin's seasonally adjusted unemployment rate for December was estimated at 5.4, up three-tenths of a percentage point from November's final rate and a half percent higher than the December 2001 figure. Statewide, the manufacturing sector, both durable and nondurable continues to struggle, with durable goods manufacturing decreasing by 1,700 jobs. Nondurable goods manufacturing experienced a decrease of 1,100 jobs.

### National Bits

Regional and state unemployment rates were generally stable in December. All four regions of the nation recorded little or no change from November, and 43 states registered shifts of 0.3 percentage point or less, the Bureau of Labor Statistics reports. The national seasonally adjusted jobless rate was unchanged at 6.0 percent in December.

### Business Reminder

**ANSWER THE  
ECONOMIC CEN-  
SUS -- DO IT  
NOW!**

In today's changing business climate, policy-makers at the national, state and local levels pore over facts and figures to make decisions that affect our economy and jobs. Meanwhile, entrepreneurs and business leaders seek out every available piece of information to improve their sales and profits.

Businesses across the Nation and in our own community have been asked to contribute: critical business information is being collected now in the 2002 Economic Census. If your company got a census form, please complete and return it today. It's so important that law requires it.

So, if your company still has the 2002 Economic Census, send it in today. You can even file your information online, or get help with your form, at [www.census.gov/econhelp](http://www.census.gov/econhelp).

**America needs your numbers.... It all comes down to you.**

Labor Force Estimates (Seasonally Adjusted)			
	LaCrosse MSA*	Wisconsin (000s)	United States (000s)
<b>Current month: Dec 2002</b>			
Civilian Labor Force	75,600	3,074.8	142,542
Employment	72,600	2,908.7	133,952
Unemployment	3,000	166.1	8,590
Unemployment rate	4.0%	5.4%	6.0%
<b>Change from one month ago</b>			
Civilian Labor Force	-300	5.0	(191)
Employment	-300	-5.1	(273)
Unemployment	0	10.1	82
Unemployment rate	0.1%	0.3%	0.0%
<b>Change from one year ago</b>			
Civilian Labor Force	1,700	73.7	228
Employment	1,500	54.8	(103)
Unemployment	200	18.9	331
Unemployment rate	0.2%	0.5%	0.2%

Note: All estimates are preliminary and based on place of residence.

\* La Crosse MSA Statistics include Houston County Minnesota

# Western Wisconsin Employment Scene: December 2002

	Buffalo	Crawford	Jackson	Juneau	LaCrosse	Monroe	Trempealeau	Vernon	Region	Wisconsin
<b>Civilian Labor Force*</b>	7,885	10,689	11,797	10,077	63,432	20,343	15,675	14,235	154,133	3,050,615
Employed	7,528	10,202	11,192	9,164	61,052	19,324	14,727	13,506	146,695	2,899,977
Unemployed	357	487	605	913	2,380	1,019	948	729	7,438	150,638
Unemployment rate	4.5%	4.6%	5.1%	9.1%	3.8%	5.0%	6.0%	5.1%	4.8%	4.9%
<b>Total, all industries**</b>	5,297	8,362	8,464	8,511	70,140	17,748	13,322	8,477	140,321	2,856,008
Construction & Mining	153	167	798	274	2,860	565	271	209	5,297	122,876
Manufacturing	295	1,487	867	2,229	9,530	3,352	6,186	962	24,908	564,864
Transportation & Public Utilities	2,106	240	769	315	3,470	1,187	616	378	9,081	132,219
Wholesale Trade	266	198	103	179	4,370	562	323	405	6,406	135,755
Retail Trade	603	3,222	1,307	1,682	14,120	4,060	1,513	1,580	28,087	521,582
Finance,Insurance,Real Estate	156	229	232	255	3,140	595	348	401	5,356	153,984
Services	806	1,852	1,242	1,531	22,640	2,957	1,799	2,271	35,098	797,970
Government	912	967	3,146	2,046	10,010	4,470	2,266	2,271	26,088	426,758

## Change from previous month

<b>Civilian Labor Force*</b>	-42	-37	-176	-32	-628	-185	114	-30	-1,016	-5,481
Employed	-105	-133	-314	-129	-731	-299	-96	-118	-1,925	-16,715
Unemployed	63	96	138	97	103	114	210	88	909	11,234
Unemployment rate	0.8%	0.9%	1.2%	1.0%	0.2%	0.6%	1.3%	0.6%	0.6%	0.4%
<b>Total, all industries**</b>	-48	-41	-183	-60	-730	-157	33	10	-1,176	-14,008
Construction & Mining	-6	-8	-196	-9	-310	-13	-40	-28	-610	-8,161
Manufacturing	5	-24	-12	-12	-130	-36	52	5	-152	-2,819
Transportation & Public Utilities	-12	-9	11	-2	20	-7	0	-5	-4	223
Wholesale Trade	-7	5	-4	-2	0	-4	-9	1	-20	694
Retail Trade	-6	8	7	9	-10	4	9	16	37	2,923
Finance,Insurance,Real Estate	2	2	0	2	-20	5	18	5	14	126
Services	-10	-6	-13	20	10	-23	-20	-15	-57	-20
Government	-14	-9	24	-66	-290	-83	23	31	-384	-6,974

## Change from year ago

<b>Civilian Labor Force*</b>	-121	145	502	-80	1,487	343	967	445	3,688	69,489
Employed	-144	125	549	-88	1,249	287	868	450	3,296	50,901
Unemployed	23	20	-47	8	238	56	99	-5	392	18,588
Unemployment rate	0.4%	0.1%	-0.6%	0.2%	0.3%	0.2%	0.3%	-0.2%	0.1%	0.5%
<b>Total, all industries**</b>	182	-22	313	-218	700	27	636	141	1,759	20,022
Construction & Mining	18	3	131	-1	260	34	-1	-3	441	3,100
Manufacturing	-16	-188	-0	-203	-10	-19	561	-2	122	-10,039
Transportation & Public Utilities	162	60	-2	-3	250	-11	57	22	535	-1,823
Wholesale Trade	33	3	1	-20	10	-65	-16	-15	-68	-727
Retail Trade	-3	30	-8	-20	130	267	11	-11	397	3,170
Finance,Insurance,Real Estate	-1	10	-6	7	170	21	8	16	226	2,788
Services	-7	23	145	25	280	22	-52	65	501	21,371
Government	-4	37	52	-3	-390	-222	68	69	-394	2,182

\* Includes participants residing in area. \*\* Includes employment with employers located in area. Estimates are NOT seasonally adjusted.  
Current month estimates are preliminary.

Look for the most current Labor Market Information at: <http://www.dwd.state.wi.us/lmi/>

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